

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

APPLICANTS:	Craig Nevill-Manning, et al.
APPLICATION NO.:	10/673,957
FILING DATE:	September 29, 2003
TITLE:	Method and Apparatus for Output of Search Results
EXAMINER:	Nicholas Augustine
GROUP ART UNIT:	2179
ATTY. DKT. NO.:	24207-10063
<b>CERTIFICATE OF ELECTRONIC (EFS-WEB) TRANSMISSION</b> I hereby certify that this correspondence is being transmitted via the Office electronic filing system in accordance with 37 C.F.R. § 1.8(a)(i)(C) from the Pacific Time Zone of the United States on the local date shown below. Dated: <u>January 18, 2011</u> By: <u>/Jie Zhang/</u> Jie Zhang, Reg. No. 60,242	

**STATEMENT OF SUBSTANCE OF INTERVIEW**

Sir:

Examiner Nicholas Augustine and the undersigned attorney had a telephone interview on January 13, 2011 regarding the above-referenced patent application. During the interview, Applicants' representative and the Examiner discussed amending independent claim 1 and the other independent claims to place the claims in condition for allowance. It is the Applicants' understanding that the Examiner tentatively agreed that:

- (1) by amending claim 1 to recite "obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of one or more cues each of which is individually selected by the user from a plurality of cues, the plurality of cues comprising two or more types of media, the first user selection and the second user selection being separate user selections" and "outputting instructions for displaying the one or more selected cues of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list

view, wherein the grid view is comprised of a plurality of cells, and each cell displays information corresponding to the one or more selected cues ~~one~~ of one product” and the other independent claims similarly, the claims are in condition for allowance; and

- (2) the Examiner will enter the claim amendments in an Examiner’s Amendment After Final.

Applicants thank the Examiner for his time.

Respectfully Submitted,

Date: January 18, 2011

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